

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

<u>Contract / Revision</u> 787481 /		<u>Alt Order #</u> 06211969
<u>Product</u> BROWN FOR SENATE		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u>
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Original Date / Revision</u> 08/22/12 / 08/22/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	10/02/12	10/05/12	Action News at 5p	5-6p		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$375.00			
2	WOIO	10/08/12	10/08/12	Action News at 5p	5-6p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$375.00			
3	WOIO	10/02/12	10/05/12	M-F 7-730p	7-730p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$800.00			
4	WOIO	10/08/12	10/08/12	M-F 7-730p	7-730p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$800.00			
5	WOIO	10/02/12	10/05/12	M-F 730-8p	730-8p		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$900.00			
6	WOIO	10/08/12	10/08/12	M-F 730-8p	730-8p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$900.00			
7	WOIO	10/02/12	10/02/12	Tue Hour 1	8-9P		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$3,250.00			
8	WOIO	10/05/12	10/05/12	Fri Hour 3	10-11p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$2,500.00			
9	WOIO	10/08/12	10/08/12	Mon Hour 3	10-11P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$2,500.00			
10	WOIO	10/04/12	10/04/12	Thur Hour 3	10-11p		:30			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---1---				1	\$2,750.00			
11	WOIO	10/02/12	10/02/12	Tue Hour 2	9-10P		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Product</u> BROWN FOR SENATE
<u>Advertiser</u> Brown, S (D)/US Senate		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/22/12 / 08/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals	
												Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- 1 - - - -				1	\$3,250.00				
12	WOIO	10/04/12	10/04/12	Thur Hour 2	9-10P		:30			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - 1 - - -				1	\$2,750.00				
13	WOIO	10/05/12	10/05/12	Fri Hour 2	9-10p		:30			NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - - 1 - -				1	\$2,500.00				
14	WOIO	10/07/12	10/07/12	Sun Hour 1	7-8p		:30			NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - - - 1				1	\$4,500.00				
E 15	WOIO	10/03/12	10/03/12	Wed Hour 3	10-11p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - 1 - - - -				1	\$2,750.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	10/01/12-10/07/12	Wed Hour 3	10-11p	- - - W - - - - -	:30		\$2,750.00	NM			
Credited													
E 16	WOIO	10/03/12	10/03/12	Wed Hour 2	9-10p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - 1 - - - -				1	\$3,000.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	10/01/12-10/07/12	Wed Hour 2	9-10p	- - - W - - - - -	:30		\$3,000.00	NM			
Credited													
17	WOIO	10/07/12	10/07/12	Sun Hour 3	9-10p		:30			NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - - - 1				1	\$3,000.00				
18	WOIO	10/03/12	10/03/12	Wed Hour 1	8-9p		:30			NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - 1 - - - -				1	\$3,000.00				
19	WOIO	10/07/12	10/07/12	11p-12a	11p-12a		:30			NM	1	\$550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - - - 1				1	\$550.00				
20	WOIO	10/06/12	10/06/12	11p-1205a	11p-1205a		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - - - - 1 -				1	\$450.00				
21	WOIO	10/02/12	10/05/12	David Letterman	1135p-1238a		:30			NM	4	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- TWTF - -				4	\$300.00				
22	WOIO	10/08/12	10/08/12	David Letterman	1135p-1238a		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	1 - - - - -				1	\$300.00				
23	WOIO	10/02/12	10/05/12	Action News at 11p	11-1135p		:30			NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- TWTF - -				4	\$700.00				
24	WOIO	10/08/12	10/08/12	Action News at 11p	11-1135p		:30			NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	1 - - - - -				1	\$700.00				
N 25	WOIO	10/03/12	10/03/12	CBS Special 2 Hour	9-11p		:30			NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	- - W - - - -				1	\$5,000.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 26	WOIO	10/03/12	10/03/12	David Letterman	1135p-1238a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- W- - - -				1	\$750.00			
Totals											39	\$52,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	33	\$46,550.00	\$39,567.50
10/08/12 - 10/14/12	6	\$5,575.00	\$4,738.75
Totals	39	\$52,125.00	\$44,306.25

Signature: _____ **Date:** _____

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